

# Promotion & Outreach

*Why should you publicize your project? Doing so can bring in volunteers as well as sponsors or donors. It also helps educate other Hoosiers about the importance of caring for Indiana rivers and streams.*

Here are some tips on publicity:

## Local media

Write a news release, and then call newspaper editors, TV station and radio broadcasters to arrange appointments to discuss the cleanup project.

Emphasize the importance of the work and ask for their help in promoting it. Taking high quality pictures of the site with you may help. Invite reporters to actually participate, not just report!

## Posters, brochures and door hangers

Ask local businesses if you can place posters in their windows or brochures on their counters or bulletin boards. Look for community bulletin boards at public facilities such as in the courthouse, city hall, libraries, and parks.

For a sample of a door hanger, see page 20.

## Public speaking

Speak at meetings of various organizations or schools. Tell them about the cleanup and ask for volunteer or sponsor support.

## Internet and the World Wide Web

If you don't have your own website, consider posting the event on a relevant local bulletin board or community event page.

## After cleanup

After the project, offer public thanks for contributions made by volunteers and sponsors. Explain how the accomplishment benefited the community.



## Tips on working with the media

### Before...

- Prepare for an interview by reviewing project data, objectives, and background information.
- Have handout materials available.
- Allow sufficient time for the interview, but be brief and to the point.

### During...

- While talking with reporters, present your most important points first.
- Be concise, clear and positive.
- Promote the overall project and what it means to the community. Tell why individuals are involved.

### After...

- Offer follow-up info, including a summary of what was accomplished.
- Send a Letter to the Editor, thanking volunteers and sponsors.
- Stay in touch with your media contacts.



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## Writing a News Release

*Most news people are willing to hear stories about a river cleanup by phone or in person, but always appreciate background information.*

You do not need to be an expert writer to do a news release but it is a good idea to have a designated spokesperson involved with its preparation.

### Suggestions:

- Tell who, what, when, where and why. The very first paragraph should explain what is happening, who is doing it, when it will occur, where it's taking place, and why it is needed. The first paragraph should also explain how the riverbank cleanup project will make a difference in the community.
- Use quotes. People want to know what others have to say in their own words.
- Provide photographs, whether digital or prints. The best photos show people in action, such as a local person pulling garbage from water.
  - Avoid photographs of people with their backs to the camera.
  - If you send digital photos, send a copy of the original. Do not resize, crop, enhance or manipulate the photos before sending.
  - If you send prints, clear, glossy photos in 5x7 or 8x10 sizes are best; call the publication first to see if they prefer black and white or color.
  - On a label attached to the back of the photo, identify the people, what they are doing, and the name of the group and its purpose.
  - Send the photo, paper-clipped to a piece of cardboard so it will not crease, in a large envelope.

### Press Release Pointers:

- Keep headlines simple and factual. Show readers the article will interest and benefit them.
- Type FOR IMMEDIATE RELEASE at the top of the page.
- Type the date at the top of the page. Underneath, put the name of the contact person and his/her phone number. If possible, use two contact people and their phone numbers.
- Double space for easy reading. Put each new idea in a separate paragraph. Keep all paragraphs short.
- If your article is longer than one page, type MORE at the bottom of each page. At the end of the release, type -30- or ### (two universal symbols that the article has ended).
- Make sure the dates, times, and places are accurate. Ensure names are spelled correctly.
- Find out the reporter's deadline. Have your release arrive at least a day or two before you want the story to appear.



## Documenting the Cleanup

*It is important to document the entire planning process and final cleanup in order to create financial support and motivate volunteers for future projects.*

The work will also be a publicity resource for those who accomplished the task. When you have cleaned up a river, recognition is deserved!

Environmentally speaking, documenting a cleanup will help determine what types of wastes are polluting the river. Identifying the sources of pollution will then be easier. Consider these ideas when keeping track of the cleanup project:

### Photographs

Take pictures of the site before and after the cleanup. Include photos of volunteers working, smiling faces, odd items being removed, challenging situations, sponsors, equipment, etc.



### Measurements

Keep track of the quantity of trash removed during the cleanup. What was the weight of the items? How many bags, dumpsters or truckloads were filled? Where is the material coming from—litter washed down by high water, or at a site where illegal dumping is occurring regularly?

Documentation can help solve such problems.



### Resources

Record the names, addresses, and telephone numbers of all volunteers and sponsors, including the types of support materials they offered. Keep track of the contacts you made when organizing the project. All of this information aids in both recognition and encourages future cleanup projects.

### Documentation Uses

- As a permanent part of community records
- For use when planning future river cleanup projects
- As a motivational tool to obtain community support
- To approach the media for publicity
- To arrange for disposal of trash collected
- As a resource to attract financial support
- For production of a slide presentation, video tape, Powerpoint presentation or display. You will want to present your river cleanup project in the best possible manner to potential future partners, sponsors and others.

### Record Keeping

Consider the following suggestions that might help reflect the overall success of your project:

- Discuss the effect the cleanup project had on your community.
- Discuss other plans you may have for beautification projects.
- Explain the publicity your project received.
- Discuss the participation received from citizens in the community.
- Digital photos may be easier to put into publications or Internet pages.
- Plan a celebration and invite public figures to view and appreciate the project.
- The cleanup summary at the end of this manual should be included in your records.

Also, incorporate the following:

- Newspaper clippings about your event.
- Television coverage of your event.
- Other supplementary information such as invitations, letters, brochures and posters.
- Use the principle: "The more information, the better."



# Stabilization & Beautification

*The main objective of a riverbank cleanup is to “clean up.” Some sites, however, may need some additional attention in the form of stabilization or beautification.*

This will preserve the results of your cleanup work, prevent erosion, and enhance wildlife habitat.

For example, imagine a group collecting litter along the upper banks of a stream just below a dam. They come across an old car body and several other large pieces of metal that, despite their rusted ugliness, maintain the bank as the fast-moving creek rolls by.

They tediously remove the metal but learn from an ecologist that more should be done to prevent severe erosion of the spot. Water surging from the nearby dam is more likely to erode here than in places farther downstream.

What can they do?

They can call their county’s Soil and Water Conservation District office to get help in stabilizing the riverbank and establishing plantings to attract wildlife. These people work with agricultural and urban landowners to prevent soil erosion, improve water quality, and enhance wildlife habitat.

A riverbank that is attractive and alive with plants and animals is less likely to be used as a dump site in the future. Financial assistance for the project may come from a grant, private landowner, or a public agency, depending upon the location. After you finish a riverbank cleanup project, you may want to do a simple planting to help stop bank erosion and to improve the wildlife habitat.

If you think the riverbank has a serious erosion problem or if you would like to start a more extensive wildlife planting, always contact your county Soil and Water Conservation District office. Always make sure you have any necessary permits or authorization.



# Adopt-A-River Program

*Hoosier rivers and streams need more than cleanups! They need to be protected for the ecological well-being of Indiana and the health of future generations.*

Unfortunately, people will most likely continue to dump waste materials along the watershed's banks and into its rivers and streams. But these traditions can change if Hoosiers sustain community pressure to keep the watershed clean.

## **It can start with you.**

Your cleanup efforts can be fortified by adopting a section of a waterway as an ongoing project. In recognition of your efforts, a large colorful Adopt-A-River sign will be provided on the nearest public roadway by the Indiana Department of Natural Resources.

If your organization wishes to "adopt," please notify the Hoosier Riverwatch Coordinator and request an application.

You may also download a copy of the application from the Hoosier Riverwatch website:

[www.riverwatch.in.gov](http://www.riverwatch.in.gov)

## **Program Guidelines**

### **Site size**

Minimum of a 1/2 mile section of a flowing waterway, including both streambanks

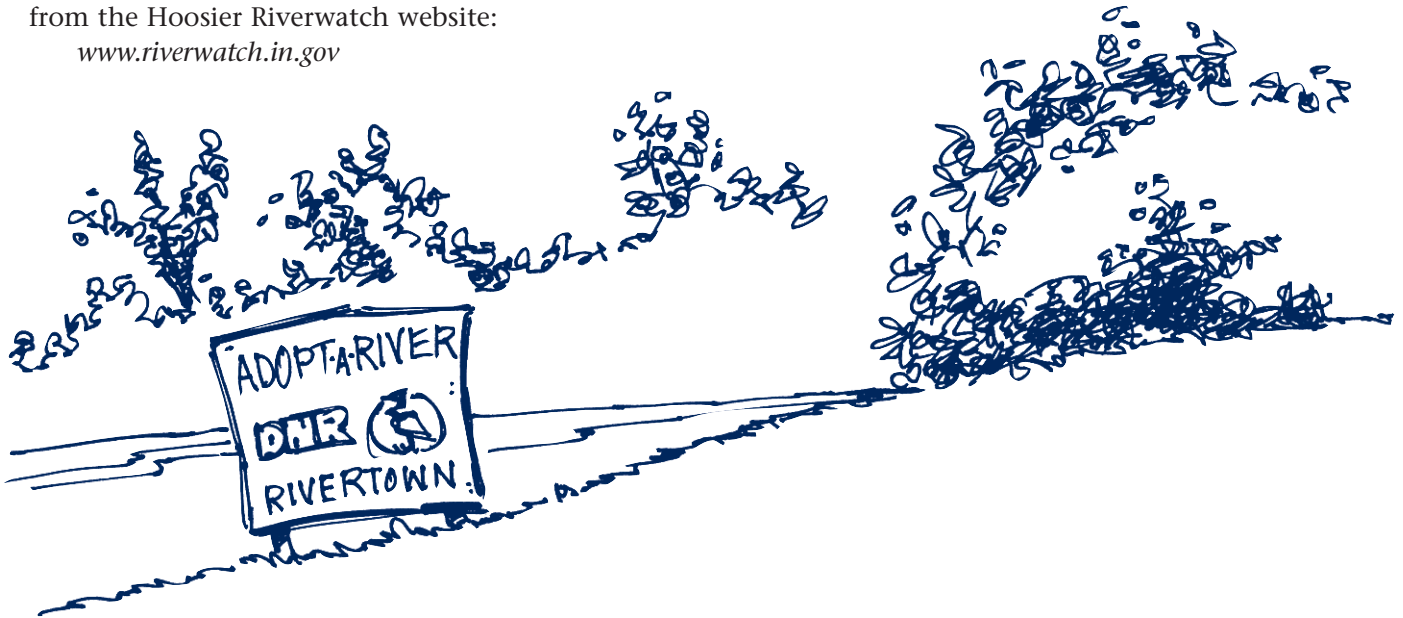
### **Cleanup organization and frequency**

Must perform cleanups for a minimum of two times per year, with a two year commitment, and at least four months between each clean-up.

An adopting group must consist of two or more volunteers representing any civic organization, business, school, community group, or family in the state of Indiana.

### **Reporting**

Official cleanup reports must be submitted to Hoosier Riverwatch.



# Hoosier Riverwatch

## Volunteer Water Monitoring Program

*For this program, you don't need a lot of free time or to be an expert — the only qualification you need is to care about Indiana's water quality! The methods are easy to learn and can be performed by volunteers of all ages.*

### Learn

To start a successful water quality monitoring program, attend a free Hoosier Riverwatch training workshop, where you'll gain hands-on experience and skills. Any interested adult is welcome to attend.



### Monitor

You have the freedom to monitor whenever and wherever you choose, but you will need water monitoring equipment. If you belong to a school, governmental agency or non-profit organization, you may be eligible for the Riverwatch Equipment Application Program. Upon completion of training, you will also be certified to borrow testing supplies from a Hoosier Riverwatch loaner site.

### Empower

Volunteer water monitors of all ages develop a sense of stewardship within the watersheds in which they live. Active participation and sustained monitoring lead to the respect, understanding and protection of Indiana's waterbodies now and into the future.



Our many partnerships—including DNR's Natural Resources Education Center, county Soil and Water Conservation Districts, Project WET (Watershed Education for Teachers), Healthy Water Healthy People, and Earth Force/GREEN—assist in training educators and volunteers about watersheds and the critical relationship between land use, runoff and water quality. Youth and adult volunteers are taking civic action to protect and improve water quality in their own communities.

### Protect

Riverwatch volunteers submit data to the statewide volunteer stream monitoring database ([www.HoosierRiverwatch.com](http://www.HoosierRiverwatch.com)). The database provides a unique location for volunteers to store and share data, not only with one another, but with citizens, groups and agencies working to protect Indiana's rivers and streams.



### Get connected

Riverwatch keeps volunteers informed about upcoming training workshops, conferences, events, monitoring methods and equipment applications via the *Ripples & Pools* newsletter, the Riverwatch listserv and our website.

### Hoosier Riverwatch

Fort Harrison State Park—NREC  
5785 Glenn Road  
Indianapolis, IN 46216-1066  
Phone: 317/541-0617  
Fax: 317/562-0790  
E-mail: [Riverwatch@dnr.in.gov](mailto:Riverwatch@dnr.in.gov)  
Website: [www.Riverwatch.in.gov](http://www.Riverwatch.in.gov)



# Resources & Forms

*You're not alone. In this section, you'll find contacts to talented people as well as useful tools that help you manage the hard work and the paper work before and after your event.*

## **Solid Waste Management Districts**

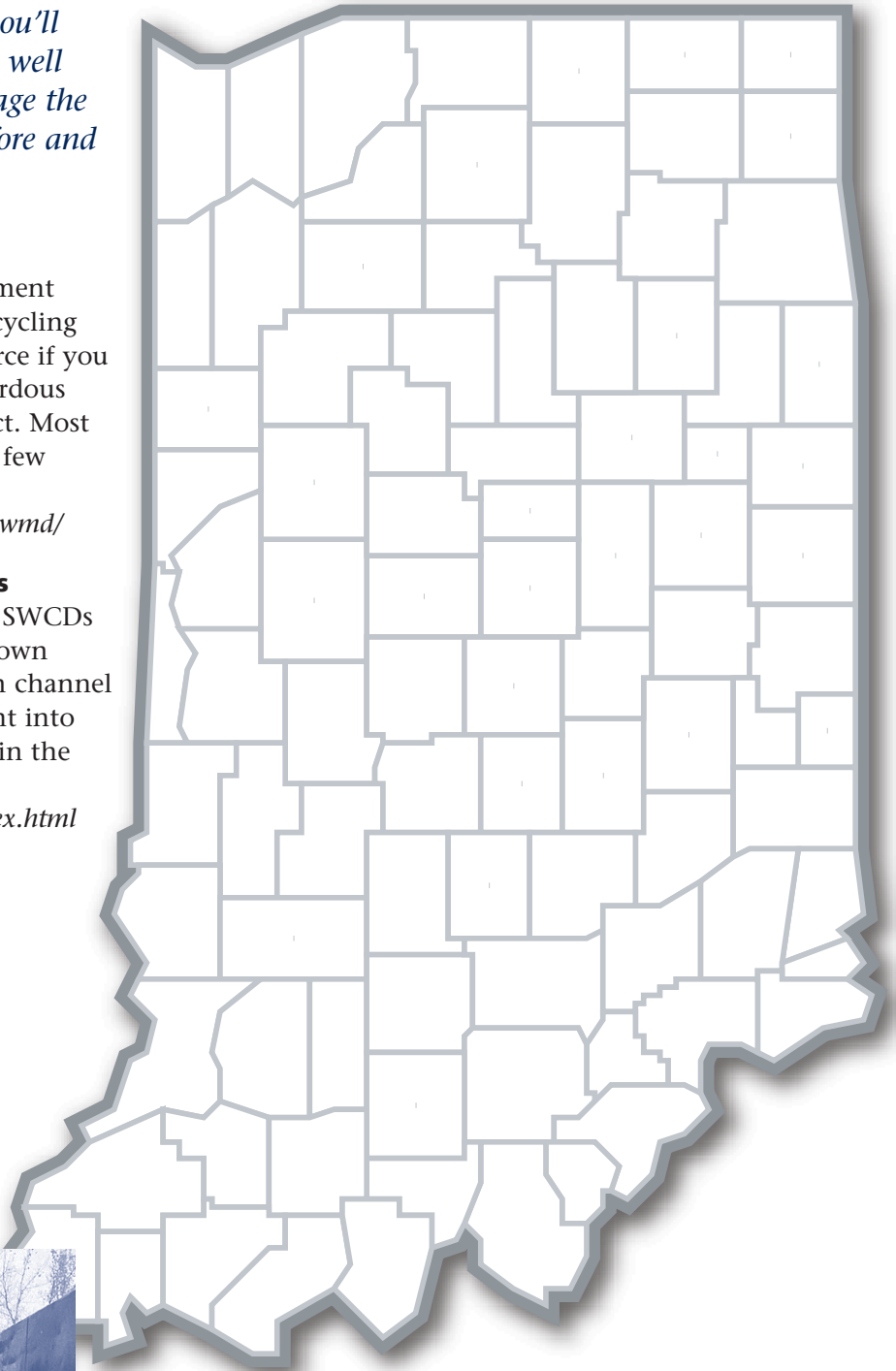
In Indiana, both Solid Waste Management Districts and communities provide recycling services. SWMDs are your go-to resource if you need to know about recycling or hazardous waste handling services in your district. Most districts serve single counties, while a few include multiple counties.

<http://www.in.gov/idem/oppta/recycling/swmd/>

## **Soil and Water Conservation Districts**

These people care about your project. SWCDs are managed by people who live and own property in your district, and they can channel resources from all levels of government into action at the local level. Each county in the state is a unique district.

<http://www.in.gov/dnr/soilcons/swcd/index.html>



# Liability Waiver

I, \_\_\_\_\_  
Print name

hereby agree to waive any and all claims against the

\_\_\_\_\_

Name(s) of Group and Sponsors

arising in any fashion from my voluntary participation  
in the Adopt-A-River program and the

\_\_\_\_\_

Name of Cleanup

It is acknowledged that work on or near streams may be  
dangerous and that any and all risks associated with such  
work are voluntarily assumed.

\_\_\_\_\_

Print name of participant

\_\_\_\_\_

Signature of participant

\_\_\_\_\_

Signature of parent/guardian if under the age of 18

\_\_\_\_\_

Date

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Print name

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\_\_\_\_\_

Print name of participant

\_\_\_\_\_

Signature of participant

\_\_\_\_\_

Signature of parent/guardian if under the age of 18

\_\_\_\_\_

Date

# Consent for Access to Property

I/We, \_\_\_\_\_ hereby grant permission to \_\_\_\_\_  
to enter upon and access property owned by me and described as the following:

Street address or other description of location \_\_\_\_\_

\_\_\_\_\_

City or town \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Additional description or separate mailing address \_\_\_\_\_

\_\_\_\_\_

Access is granted to the above individual who represents \_\_\_\_\_

(group name) to enable him/her to perform stewardship activities along the \_\_\_\_\_  
(stream name). Activities that may take place at this location include:

☐ Performing clean-up activities along the banks and in the waterway as may be determined to be necessary to  
remove litter and other debris as may be found there.

☐ Other terms (e.g., specific dates, locations, access points - otherwise indicate "None"):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*My consent to allow access to the property is not an admission of any liability or responsibility to reimburse any person for this activity, nor an obligation or duty on the part of the above person to perform such activity. Furthermore, my consent to allow access to this property is given with the understanding that all persons involved in this activity have signed a liability waiver.*

## Property Owner

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed name \_\_\_\_\_ Phone \_\_\_\_\_

## Witness

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed name \_\_\_\_\_ Phone \_\_\_\_\_

This form may assist you in obtaining permission to access private property. Please retain it for your own records.

**Door Hanger**  
Copy on card  
stock and cut on  
dashed lines.

## Notice of River Cleanup

Dear Property Owner or Resident;

As part of an effort to improve the quality and health of the streams in our community, the following volunteer group

has selected a portion of

for cleanup.

We are planning a river cleanup on

We will be looking for sources of pollution and stream bank erosion, and also picking up trash. The cleanup will be confined within the river channel and will not damage surrounding property or vegetation. The cleanup will beautifyour community, increase property value, and enhance the waterway.

Please let the contact person know if you would like to participate in the program. The contact person is

and can be reached at

Thank you for your time and we hope to hear from you.

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# Cleanup Summary

Group Name: \_\_\_\_\_

River: \_\_\_\_\_

Approximate Location: \_\_\_\_\_

Organizations Involved: \_\_\_\_\_

\_\_\_\_\_

Newspapers/Other media contacted: \_\_\_\_\_

\_\_\_\_\_

Number of Participants/Volunteer Hours: \_\_\_\_\_

Financial or In-Kind Contributors: \_\_\_\_\_

\_\_\_\_\_

Estimate weight of Trash Removed: \_\_\_\_\_

Estimate Weight of Recyclables Removed: \_\_\_\_\_

Types of Items Collected: \_\_\_\_\_

\_\_\_\_\_

Most Unusual Item: \_\_\_\_\_

Did you notice any areas of severe bank erosion?

Location? \_\_\_\_\_

\_\_\_\_\_

What part of the cleanup worked especially well? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What part of the cleanup did not work especially well? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Sample News Release

For Immediate Release

Contact(s):

Date \_\_\_\_\_

Name #1 & number

Name #2 & number

## Cleanup Effort Targets Local Waterway

Volunteers and sponsors are being sought for a bank cleanup of \_\_\_\_\_ (name of river or stream) between \_\_\_\_\_ (starting point) and \_\_\_\_\_ (ending point) on \_\_\_\_\_ (day, date).

The effort, organized by \_\_\_\_\_ (group or organization), will seek to remove litter, trash and debris from the waterway.

"This segment of \_\_\_\_\_ (river or stream name) will be improved by the combined efforts of \_\_\_\_\_ (concerned citizens, supporting businesses or organizations, participating government agencies, others)," said \_\_\_\_\_ (designated spokesperson).

The project, similar to other volunteer efforts that have occurred throughout the state, is expected to raise awareness about the value of the local waterway, as well as enhance its value as a natural resource used by a wide variety of interests.

Those interested in participating should contact \_\_\_\_\_ (designated name/number).

# # #

## Sample Invitation/Thank You Letters

Dear \_\_\_\_\_,

\_\_\_\_\_ (name of group or organization organizing cleanup) invites you to join with us as we work to improve the banks of \_\_\_\_\_ (name of stream or river) between \_\_\_\_\_ (starting/ending points) on \_\_\_\_\_ (day, date, time).

Your contribution of time and effort or financial support will enable us to make a difference in the local quality of life and show that a wide variety of interests care about the potential for improving this waterway. Please contact \_\_\_\_\_ (designated name/number) for additional details.

Sincerely,  
(your name)

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Dear \_\_\_\_\_,

Thank you for your support of our recent bank cleanup of \_\_\_\_\_ (name of stream or river). Your involvement contributed to the collection of over \_\_\_\_\_ (volume) of trash and debris.

The community appreciates the time or resources you were able to provide for this worthwhile effort! The waterway is better because of people like you!

Sincerely,  
(your name)



[www.riverwatch.in.gov](http://www.riverwatch.in.gov)

The Indiana Department of Natural Resources prohibits discrimination on the basis of race, color, national origin, age, sex, or handicap. If you believe that you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please contact the IDNR Executive Office:

402 W. Washington St., Indianapolis, IN 46204  
317/232-4020.

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This manual is printed on recycled paper.

